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## Speeding up the construction and rebuilding of port in coastal cities

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### Abstract

With the rapid development of foreign trade throughout the world, port cities play a great important role in foreign trade. Therefore, speeding up its development and reconstruction is imperative, and developing port economy to revitalize the economy of the port city and its subordinate area is of particular importance. This paper illustrates the problem of speeding up the development and reconstruction of port in coastal cities in aspects of market demand and seeking strategic cooperative partners, port competitiveness, port passing capacity, port and logistics, ecology priority principle, enhancing the ideological progress and port enterprises, and city revival upon port.

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*Key words:* port; development; reconstruction; cooperation; port competitiveness; port passing capacity; logistics; sustainable development; ideological progress; port city

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### 1. Introduction

With the rapid development of foreign trade throughout the world, port cities<sup>[1]</sup> play a great important role in foreign trade. Therefore, speeding up its development and reconstruction is imperative, and developing port economy to revitalize the economy of the port city and its subordinate area is of particular importance. This paper illustrates the problem of speeding up the development and reconstruction of port in coastal cities in aspects of market demand and seeking strategic cooperative partners, port competitiveness, port passing capacity, port and logistics, ecology priority principle, enhancing the ideological progress and port enterprises, and city revival upon port.

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## **2. Market demand and seeking strategic cooperative partners**

Fastening infrastructure construction of the port may satisfy the development needs of society and economy at the place in question and even the entire area, and thus development the city and the entire area. The port distribution requirement should meet the needs of port production development and cannot go too far to avoid waste of resources and inefficiency of investment, which should value high in fastening port construction. Strategic cooperative partners ought to be sought and built up as much as possible in the logistics chain. Firstly, the cooperation between terminal logistics and trunk logistics related to the port should be strengthened. Not only should we seek cooperative partners domestically, but also internationally and focus on the latter. Secondly, the cooperation with powerful shipping companies is to be enhanced domestically and internationally. On the basis of hub port construction, paying close attention to the construction of trunk port, transit port and branch transportation network enables the port to serve continuously in logistics nodes. Thirdly, seeking cooperative partners across industries could bring business to choice cargo, processing and packaging etc. and add value to export business. Fourthly, the cooperation with related departments whole-heartedly should be conducted actively. Related government departments create a fair, open and orderly competitive environment to realize the development of modern port logistics by means of policy guidance and standardizing the market. Meanwhile, the port should strive for the support of government and all quarters of society, especially preferential policies to improve the sound development of modern logistics.

## **3. The port competitiveness**

Modern port is the biggest and most important staging place of various transportations. Port competitiveness should be strengthened in the following ways. First of all, modern logistics development should be strategized to improve the international competitiveness of port gradually. The development of port logistics requires reasonable and scientific layout and construction and thus great attention should be paid to integrated transportation network construction of railway, highway, waterway and aviation and improvement of its service and information function ought to be given priorities. Then there is the problem of strengthening port comprehensive competitive power: a. advancing vigorously the internal conditions for container transportation, including expanding deep water channel and berth, speeding up deep water container wharf construction, and integrating current resources; b. making great use of external conditions for container transportation, developing sea and rail transport, enhancing the ability of assemblage and distribution, building up branch network, expanding hinterland supply, executing opener shipping policies, and further perfecting port soft environment; c. further improving the managing ability of container transport, such as attaching importance to service quality, improving service level, increasing cargo-handling efficiency on the basis of scientific innovation, increasing airline coverage, flight density and transportation business; d. further strengthening the abilities of strategic competition and sustainable development of container transportation, which includes cultivating reserve of talents and improving comprehensive logistics system. Moreover, it's necessary to ascertain types of services and exploit competitive advantages, which means to make sure types of logistics services based on port function position and modern logistics development strategy, and form its own distinguished logistics by means of tailoring port measures to suit differing conditions. Port enterprises are supposed to focus on customer requirements, and meanwhile, enhance informationization construction, regulate services, improve core service quality and play the competitive advantage.

## **4. Port passing capacity**

The utilization of port passing capacity<sup>[2]</sup> is the most important basis of confirming the schedule of port development. Port passing capacity refers to the maximum amount of cargoes which can be completed within certain time, under certain conditions of equipment, by means of appropriate process and advanced cargo-handling techniques. With the fast development of scientific technology, especially the entry of information technology into site management of container wharf, the cargo-handling capacity of port terminal gets promoted greatly. It's not reasonable to expand port construction because initial development seems not bad but to evaluate port capacity fully, and to underestimate its development but to meet transportation needs and make full use of port capacity.

## **5. Port and logistics**

Port and logistics supplement and coordinate each other. The development of modern port has the following features: a. deep watering, construction of deep water wharf and container development are preferences of various ports; b. networking and port layout planning are directed at center ports, regional hubs and regional feeding ports; c. informationization and customer requirements are changing from physical transaction to virtual transaction. Modern logistics management<sup>[3]</sup>, new and interdisciplinary, is converting to technicalization, informationization and specialization. The competition of modern logistics is that of talents in the long run. Technical experts at modern logistics management are keys to port logistics development. Managing personnel of modern logistics should master electronic logistics managing techniques and operating techniques in business and information platforms, coupled with knowledge of cargo and freight. While cultivating talents with pioneering spirit, port ought to form a backbone team with logistics technology to realize the interaction gradually between port construction and economic development and modern logistics development.

## **6. The ecology priority principle**

Nowadays, environment construction has become one of the most important problems considered in all constructions. It's required to follow sustainable development strategy at no cost of environment disruption. Port city construction and economic development should be carried out on the basis of people orientation, sustainable utilizing of resources and ecological environment protection, making good use of local environment advantage. Acting upon sustainable development strategy and advocating circular economy must decrease availability of resources and emission of waste, and execute recycling of material and waste. Consequently, port city could be built up to an ecological city with beautiful scenery to develop sustainably.

## **7. Enhancing the ideological progress of port enterprises**

To enhance the ideological progress of port enterprises is firstly to strengthen the ideological and moral construction, improve the qualify of cadre team, build up a group of staff with lofty ideals, integrity, knowledge and a strong sense of discipline, raise their service consciousness, which matters much in setting a good overall image for port enterprises, meanwhile, to carry out patriotic education of loving the motherland and loving the port in all cadres and personnel intensively. It's next to launch an intensive campaign of being civilized personnel in order to enhance civilization in the entire port. A campaign of striving to be "a civilized worker" and "a civilized role model" ought to be conducted intensively in the entire staff, focused on core work of the port, considering practices of port production. The key is to highlight people-oriented managing route, improve ideological and moral quality and civilization of all staff, set up a correct world view, philosophy of life, values, and to form a good environment of focusing

on contribution, competing for contribution and making new contribution.

## 8. City revival upon port

Port development is the entry point of promoting the development of the city economy and even the entire region and society. The development of port economy must be realized upon port modernization. To quicken port construction and rebuilding requires improving port passing capacity, perfecting infrastructure and functions, building up modern hub port, enhancing the function of industrial agglomeration, and playing a leading role in the city economy. Meanwhile, it's also required to perfect port functions, foster the function of developing into a center town. The industry choice, layout and infrastructure construction should be carried out in terms of port construction and development. Port construction and development is targeted at city construction and development, and rapid development of port promotes the formation of new industries and drives the overall development of the city. The general planning and programs of economic development is involved whether in planning and constructing modern logistics base or in planning and constructing business platform and information platform. The overall urban planning of port city must be made practically, take port developing elements into full consideration, adopt suggestive proposal related to port, and provide planning basis for “city revival upon port” and city development.

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